MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019 /2020

BMK1024 – FUNDAMENTALS OF MARKETING

(All sections / Groups)

28 FEBRUARY 2020
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 7 **pages**, excluding this cover page.
2. **Part A:** 30 multiple choice questions worth 2 marks each. Answer ALL questions Total = 60 marks.
3. **Part B:** Essay questions. Answer ALL questions. Total = 40 marks.
4. The total marks for this exam is **100 marks**.
5. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Part A: 30 multiple choice questions. Answer ALL questions.

1) _____ refer to a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible.

A) Co-brands
B) Line extensions
C) Services
D) Pure products

2) Harley-Davidson disciples share a common, deeply held attraction to the brand. Harley appeals include: freedom, independence, power, and authenticity. Harley-Davidson doesn't just sell motorcycles. It sells self-expression, lifestyles, aspirations, and dreams. This illustrates _____.

A) an actual product
B) core customer values
C) simple bundling
D) an augmented product

3) _____ products are consumer products and services that customers usually buy frequently, immediately, and with minimal comparison and buying effort.

A) Shopping
B) Specialty
C) Capital
D) Convenience

4) _____ products are consumer products and services with unique characteristics or brand identifications for which a significant group of buyers is willing to make more effort than usual to purchase.

A) Unsought
B) Obsolete
C) Intangible
D) Specialty

Continued...

5) The use of traditional business marketing concepts and tools to create behaviors that will benefit individual and societal well-being is called _____ marketing.

A) person
B) green
C) non-profit
D) social

6) The new product development process usually starts with _____.

A) idea screening
B) idea generation
C) concept development
D) concept testing

7) Companies like 3M, Google, and Sony have _____ that encourage employees to develop new ideas.

A) trade magazines
B) marketing research firms
C) government agencies
D) intrapreneurial programs

8) In which of the following cases is crowdsourcing used for new product development?

A) A company creates a forum where anyone can contribute new product ideas.
B) A company hires a marketing agency to generate new product ideas.
C) A company reviews the sales, costs, and profit projections of an existing product.
D) A company depends on its R&D department to come up with new ideas.

9) A company's external sources of new product ideas include its _____.

A) managers
B) salespeople
C) suppliers
D) manufacturing staff

Continued...

10) The stage in which product ideas are presented to groups of target consumers physically or symbolically is referred to as _____.

A) concept testing
B) concept development
C) test marketing
D) marketing strategy development

11) _____ is the sum of all the values that customers exchange for the benefits of having or using a product or service.

A) Payroll
B) Profit
C) Price
D) Cost

12) _____ is the only element in the marketing mix that produces revenue.

A) Price
B) Place
C) Promotion
D) Product

13) Establishing prices for razor blades that must be used with a razor blade system is known as _____ pricing.

A) by-product
B) market-penetration
C) captive-product
D) product bundle

14) _____ uses buyers' perceptions of what a product is worth as the key to pricing.

A) Customer value-based pricing
B) Target return pricing
C) Cost-plus pricing
D) Psychological pricing

Continued...

15) Which of the following conditions is most likely essential for implementing a successful market-skimming pricing strategy for a product?

A) The product's quality and image must support its high price.
B) Lower-priced alternatives can enter the market easily.
C) Low prices promote more market growth than high prices.
D) The product's price matches its manufacturing costs.

16) _____ is a set of interdependent organizations that help make a product or service of a company available for use by consumers or business users.

A) A research and development channel
B) An upstream channel
C) A marketing channel
D) A raw materials supplier

17) Which of the following applies to a marketing intermediary who buys brand name toothpaste from 10 different manufacturers, consolidates offerings, and then resells the various brands to 500 supermarkets in Florida?

A) facilitate the production of products without direct customer feedback
B) help a company develop a direct channel selling system
C) buy small quantities of products from producers and break them down into narrow assortments for customers
D) transform the assortments of products made by producers into the assortments wanted by consumers

18) A firm that uses direct marketing would sell its products through _____.

A) the company website
B) big box retailers
C) large wholesalers
D) multiple intermediaries

19) A(n) _____ is considered a marketing intermediary.

A) customer
B) producer
C) manufacturer
D) wholesaler

Continued...

20) _____ refers to the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.

A) Sole sourcing
B) Retailing
C) Manufacturing
D) Procurement

21) _____ creates a seamless cross-channel buying experience that integrates in-store, online, and mobile shopping.

A) Shopper marketing
B) Omni-channel retailing
C) Test marketing
D) Online marketing

22) Department stores are most likely characterized by _____.

A) narrow product lines
B) specialty goods and services
C) wide varieties of product lines
D) deep assortments of luxury brands

23) _____ is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

A) Sales promotion
B) Personal selling
C) Advertising
D) Public relations

24) In a promotion mix, _____ performs the functions of building a good rapport with entities outside the company, building up a good corporate image, and handling unfavorable rumors and events.

A) personal selling
B) sales promotion
C) direct marketing
D) public relations

Continued...

25) Which of the following is true of consumers in the new marketing communications model?

A) They are more reliant on traditional methods of marketing for product information.
B) They are less informed than before about companies and product marketing techniques.
C) They are better equipped to find product and brand information on their own.
D) They are less powerful than before in affecting the way a company markets its products.

26) Which of the following is true of marketing strategies that are being developed in the new marketing communications model?

A) They are more targeted, social, and engaging.
B) They target much larger customer segments.
C) They rely more on mass-media marketing techniques.
D) They use very little alternative media.

27) Which of the following statements is true of salespeople?

A) They do not work with wholesalers and retailers.
B) They are employed mostly in click-only companies.
C) They do not represent the customers to the company.
D) They represent a company to its customers by communicating and selling.

28) In which of the following structures does a company organize its sales force along customer or industry lines?

A) demographic sales force structure
B) service sales force structure
C) market sales force structure
D) territorial sales force structure

29) Which of the following is a direct digital marketing tool?
A) printed catalog
B) direct mail
C) blogs
D) television

Continued...

30) Online visitors can't buy anything at ESPN.com. Instead, the site creates a virtual experience for sports enthusiasts and fans that can be customized to meet their needs. This is most likely an example of a(n) _____.

A) branded community website
B) promotional website
C) interactive website
D) e-tailing website

Part B: Answer ALL questions.

Question 1

Describe, what is product and the FOUR (4) nature of service.

(10 marks)

Question 2

Explain briefly the FIVE (5) stages in product life cycle

(10 marks)

Question 3

Maria Sharapova, a tennis player was appointed as Porsche's Brand Ambassador in year 2013 despite being ranked at only world number 4. Her contract was terminated in year 2016 after failing a doping test.

a. State briefly why Porsche selected Maria Sharapova despite being only the number 4 in world ranking.

(4 marks)

b. Describe briefly THREE (3) risks pertaining to celebrity endorsements.

(6 marks)

Question 4

What is social media analytics? Explain the THREE (3) elements of social media analytics.

(10 marks)

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